DOCUMENT RESUME

ED 461 356 IR 018 511

AUTHOR Wallace, Shelagh
TITLE The TV Book: The Kids' Guide to Talking Back.
SPONS AGENCY Ontario Council for the Arts, Toronto.; Canada Council, Ottawa (Ontario).
REPORT NO ISBN-1-55037-480-X
PUB DATE 1996-00-00
NOTE 96p.; Published by Annick Press. Illustrated by Lorraine Tuson and Brian Bean.
AVAILABLE FROM Firefly Books Ltd., 4 Daybreak Lane, Westport, CT 06880-2157 ($12.95). Tel: 800-387-5085 (Toll Free); Tel: 203-222-9700; Fax: 800-387-5085 (Toll Free); e-mail: service@fireflybooks.com; Web site: http://www.fireflybooks.com.
PUB TYPE Guides - Non-Classroom (055)
EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Advertising; Audience Response; Childhood Attitudes; *Children; *Critical Viewing; Decision Making; Programming (Broadcast); Special Effects; *Television Viewing; Visual Literacy
IDENTIFIERS *Television Literacy

ABSTRACT

This book is a guide for encouraging critical television viewing skills in children, allowing them to make up their own minds about the power and influence of television. The introduction addresses the importance of television in North America and compares viewing patterns with those in other countries. The text throughout is accompanied by sidebars and attention grabbing graphics. Each chapter concludes with a profile interview, including one with the casting director of the hit television series, "The X Files." Topics include the creation of special effects, issues surrounding television shows that entice viewers to watch, "behind the scenes" profiles, and the future of television. A list of media agencies that children can contact and tips for effective letter writing are included. (AEF)

Reproductions supplied by EDRS are the best that can be made
from the original document.